

Try One Brunswick Then Decide

The best way to know for yourself the superiority of the Brunswick Tire is to buy one and compare it.

That is, if the very name of Brunswick isn't sufficient proof to you, as it is to most men, that here is an extraordinary tire.

Thousands of men who have known the name of Brunswick for years, realize that a Brunswick Tire has to be the best— for a mediocre product could never bear this historic name.

Long before the Overland Trail became famous, the House of Brunswick was established. It was one of the chief users of rubber for fifty years before automobiles came into use.

No concern with such a history could afford to offer anything but the best. For reputations are built slowly, but can be quickly destroyed.

This is a practical guarantee that Brunswick Tires offer more than the usual, yet at no added cost.

Get your first one now. You'll not be satisfied until you have ALL Brunswicks.

THE BRUNSWICK-BALKE-COLLENDER CO.
Atlanta Headquarters: 38 Luckie St.



Sold On An Unlimited Mileage
Guarantee Basis

Payne & Pearson Hdw. Co.

W. FISKE JOHNSON
PHONE 150 AND 521

Orange Groves, Farms and City and Suburban Property
a Specialty

Two Nice Dwellings Ready for Immediate Possession Now on Sale
YOU HAD BETTER HURRY
If You Wish to Buy or Sell See Me at Once

EDWARDS' POOL AND BILLIARD HALL
OVER MAGNOLIA PHARMACY
Meet Your Friends Here
"WHERE COURTESY IS PARAMOUNT"

Special Sale on Tintex

All colors, regular 10c size
now 8c, two for 15c

JEWETT'S DRUG STORE

Keep Up With Rising Costs

by cutting out waste effort, or increasing the efficiency of time and money. Merchants offset rising costs by increasing stock turnovers, by employing more aggressive selling methods, better organization, judicious advertising. Manufacturers and farmers invest in time and labor saving machinery. Discontinue unprofitable products, convert waste products into sources of revenue. Bankers, merchants and manufacturers have met rising costs with the installing of adding and bookkeeping machines. Offsetting rising costs is becoming more and more a problem of greater efficiency and service. Keeping up with rising costs in our own case has resulted in an advanced conception of service which we gladly give.

The State Bank
of Lakeland

CONFISCATED CAR SOLD FOR \$1,561 AT AUCTION

Fort Pierce, July 7.—A big seven-passenger Jordan touring car which, along with a Peerless, was taken in custody by the sheriff's office May 29th on the occasion of the arrest near here of C. B. Smith and L. B. Thomas of West Palm Beach on the charge of transporting liquor, was on Thursday, on the order of Judge E. E. Donnell of the circuit court, sold at public auction, for \$1,561, subject to a mortgage of \$1,550 held by the Palm Beach Bank & Trust Company. The bank contended in court that it had, in good faith executed a mortgage on the car for that amount in favor of Thomas. The Peerless was released to the Palm Beach Bank & Trust Company, which contended that it had a retained title contract on the car, Thomas having contracted to buy it, and that the car was used for the transportation of liquor without the knowledge or consent of the title holder.

In the term of circuit court now in session here, Smith and Thomas pleaded guilty to the charge of transporting liquor and were fined \$200 each, which they paid.

At the time of their arrest they had 430 quart of high-grade booze hidden away in the two cars, and were heading for the north.

FLOWERS INCREASE HAPPINESS

A St. Petersburg woman, now a real booster for the Sunshine City, became such only after she began to plant flowers and shrubs here in her own yard. At first she did not like St. Petersburg but her interest was awakened by the flowers that thrived so splendidly in this soil and climate. Interest in flowers means happiness for her and there are a great many other persons who find their chief pleasure in watching things grow. No one can thoroughly enjoy plants until he or she knows them intimately. Then it is that wonderful discoveries are made.—St. Petersburg Independent.

TOTAL EXTERMINATION OF MOSQUITO A FAILURE

Number of Mosquitoes Killed Through Efforts of Government Small in Proportion to Number Still Living

In attempting to rid the country of the malaria-bearing mosquito, the government, both central and local, has undertaken a most stupendous task—well nigh to impossible. So far the progress made has been very slow, even taking into account the very hopeful results obtained in certain localities. This is no more than could be expected when you consider how very little is positively known of the life or habits of these insects or when considering swamps, stagnant pools and puddles without number where they breed.

And the menace of malaria is still abroad! One bite from an insignificant mosquito and the victim may be standing at death's door! How escape? Proper screening will go a

long way, but a daily spray of TORMENT will give surety that the house is absolutely free from all mosquitoes. No insect can live in this death-dealing vapor, yet it is harmless to humans as well as to the furnishings.

Sold by druggists, general stores and dealers everywhere.

Manufactured by The G. B. Williams Company, Quitman, Ga.

New Arrivals

Ice Tea Glasses \$1.20 Per Set
Tumblers 75 Per Set

FLOWER POTS

All sizes from 6 inches to 12 inches Prices 20c to \$1.50. These are extra good pots.

LUNCH BASKETS

The first lot of these we have been able to get for some time.

C. E. Todd Hardware Co.

- tempting lemon tang Ward's LEMON-CRUSH



"—hey, fellers—c'mon over! Lemon-Crush! Hurry up! Gee whilkens, but it's good!! Yes, the kids can drink all they want—for it is made by the exclusive Ward process from nothing but the pure delicious oil pressed from California lemons, finest granulated sugar, carbonated water and citric acid, the natural acid of the lemon. Lemon-Crush is the companion drink to Ward's Orange-Crush."

in bottles or at fountains
Prepared by Orange-Crush Co., Chicago

COCA-COLA COMPANY,
Lakeland, Florida

Send for free book, "The Story of Orange-Crush and Lemon-Crush."

A DOLLAR SAVED IS A DOLLAR MADE

SEE ME BEFORE HAVING YOUR ELECTRICAL WORK
DONE
McRAE ELECTRIC SHOP
AGENT FOR EDISON MAZDA LAMPS

250,000 Words at His Command

And at your command—and a sure point for every word. Always sharp but never sharpened, the Eversharp Pencil brings you a totally new idea of pencil efficiency, downright convenience and better writing.

As much a marvel of construction as a perfect writing aid. Built with jeweler precision. A built-in clip prevents it from being lost. An Eversharp becomes your right-hand friend and bosom companion for life.

WAHL
EVERSHARP
The Perfect Pointed Pencil

Come and see the Eversharp line, whether you are seeking the world's best pencil for yourself or some writing friend. Made for pocket, chain, or milady's bag. A 25c box of leads—enough for another quarter million words—replenishes the writing chamber; leads come in various degrees of hardness.

Prices, \$1 and up

THE LAKELAND BOOK STORE